APPLICATION FOR NEW COURSE ***Revised 12/7/01

1. Submitted by College of: Architecture
   Date: October 24, 2001
   Department/Division offering course: Architecture

2. Proposed designation and Bulletin description of this course
   a. Prefix and Number: ARC 707
   b. Title*: Digital Media: History & Theory
      History of Digital Media*

   *NOTE: If the title is longer than 24 characters (including spaces), write
   A sensible title (not exceeding 24 characters) for use on transcripts

   c. Lecture/Discussion hours per week: 0
   d. Laboratory hours per week: 3
   e. Studio hours per week: 0
   f. Credits: 3
   g. Course description:
      A graduate level seminar exploring the impact of digital
      media on visualization and the theoretical implications
      arising from its use as a means of visual expression.
   h. Prerequisites (if any): ARC 406
   i. May be repeated to a maximum of (if applicable): n/a

4. To be cross-listed as:

   Prefix and Number Signature
   Chairman, cross-listing
   department

5. Effective Date (semester and year): Fall 2002

6. Course to be offered Fall Spring Summer: Fall

7. Will the course be offered each year? Yes

8. Why is this course needed? This course is a component of the
   proposed new Bachelor of Arts in Architecture and Master of Architecture
   curriculum.

9. a. By whom will the course be taught?
   College of Architecture Technology Faculty
   b. Are facilities for teaching the course now available? Yes
      If not, what plans have been made for providing them?

10. What enrollment may be reasonably anticipated? Apx. 5-10 students
11. Will this course serve students in the Department primarily? Yes

Will it be of service to a significant number of students outside the department? No

Will the course serve as a University Studies Program course? No

12. Check the category most applicable to this course:
relatively new - now being widely established

13. Is this course part of a proposed new program: Yes, see below

14. Will adding this course change the degree requirements in one or more programs? Yes

This course is a component of the proposed new Bachelor of Arts in Architecture and Master of Architecture curriculum.

15. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

16. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted.

17. Within the Department, who should be contacted for further information about the proposed course?

Name: David Mohney, Dean
Phone Extension: 257-7619

*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.
Signatures of Approval:

Dean of the College: ____________________________
Date: November 1, 2001
Date of Notice to the Faculty: ____________________

September 12, 2001 (formal vote by College Assembly after an ongoing curriculum development process of three + years)

*Undergraduate Council: __________________________
Date: __________________________

*University Studies: __________________________
Date: __________________________

*Graduate Council: __________________________
Date: __________________________

*Academic Council for the Medical Center: ____________
Date: __________________________

*Senate Council (Chair): __________________________
Date of Notice to University Senate: __________________________

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL:
Synthetic Landscapes [Playing with Modern Space: Thresholds Between Physical and Virtual]

T 12:30 -- 2:30 (Gaines Center for the Humanities Bingham-Davis House/Oldham Warehouse)
Prerequisites: ARC 406
3 credits
(Limited to 10 students)

Office Hours: Tuesdays, 10:00am - 12:00pm
Voice: 859.257.6568
Room 314 Pence Hall
E-mail: galuhan@uky.edu

This course is an advanced seminar experience for students interested in understanding how digital visualization tools and ideas have affected the growth of new visual media. This course assumes that students have extensive prior experience with a variety of three-dimensional software and a familiarity with the general concepts and practice of interactive media.

"Imagination is better than talent and knowledge. You know what you know, you do what you can, but you can imagine a whole different world". Albert Einstein

Seminar Description:

This is a graduate-level, lecture-workshop seminar examining the Thresholds Between Physical and Virtual Space. The main emphasis of the seminar is to explore the techniques of making architecture by architects today as differentiated by the use technology.

What is the role of architectural communication technology today? How do architects use the new media? What new patterns are emerging in connection with architectural technology? The dissemination of communications systems redefines professional roles and develops methods for planning, producing and using architecture. PLAYING WITH MODERN SPACE will place the emphasis on the most significant aspects of the changes produced by the media. It will present a picture of the most interesting research and draw attention to the consequences of using the media, with a view to defining the new application scenarios.

Learning Objectives:

This course focuses on examining the latest techniques for visualizing environments through software demonstrations, guided discussions, and critical readings. Technical strategies for constructing three-dimensional spaces will be examined in terms of conveying information about real or imagined spaces or in light of their value in organizing spatial metaphors.

Seminar Process and Organization:

This course will develop its own form of technological innovation as we pursue the Thresholds Between the Physical and the Virtual. Our “play” ground will be Modern Space.

Students are expected to have a thorough knowledge of 3D StudioMAX, FormZ and other 3-dimensional software. Other hardware such as the AVID DV and software such as Adobe After Effects and Premiere
and will be introduced through a series of short workshops that in themselves will articulate the notion of
time in both spaces.

Initial course sessions will present and discuss recent writings by architects, philosophers, artists and
others. These will be followed by sessions during which students present case studies of the work of a
selected architect, both diagramming the body of work itself, while exploring that individuals use of
technology in relation to course readings and other forms of notation relevant to that work. These case
studies will be bound in an 8.5 x 11 booklet (utilizing a shared template) and will be further documented
as a CD-Rom compilation that inform the final presentation.

After midterm, there will be a field trip to Digi-Fest in Toronto Canada where digital media creators will
present original content in the areas of Immersive Space (visualization and simulation), Web Space (3D
applications), Game Space (game design), and Film Space (digital effects) along the theme of 4D
Challenge. Upon return students will culminate their semester-long project with a short-form animation
and info-mercial detailing the individual student’s speculation on the affect of technology on architecture
today and its possible use in the future.

Seminar Requirements:

Students are responsible for readings, class participation, and the conceptualization, development, and
completion of a semester-long project based upon their own research and creative work.

1. Attendance at all seminars and active participation in all discussions.
2. Preparation of a one-page summary [as outlined in ‘Writing About Ideas’] of each reading.
3. Introduction and critical discussion of two case studies for class discussion.
4. Semester-long project developing one of the themes of the seminar. [Louisville Modernism]

Seminar Objectives:

- To become familiar with significant international and national trends for generating architecture
  based upon a variety of digital media
- To be able to analyze and critique techniques of visual-making today
- To understand the impact of technology on the profession of architecture

Seminar Evaluation:

- Attendance is mandatory and recorded. Three absences, per semester, can result in automatic
drop from the course. There are no exceptions to this requirement.
- A comparative judgment of the quality of an individual's work with the highest quality of work
  produced in the class.
- A subjective evaluation of the student's imagination and the level of investigation as exhibited by
  their work.
- An evaluation of the student's contribution to the social and intellectual life of the class. This
  evaluation is in direct relation to participation in class discussions and mutual criticism.
- Presentation -- a high quality, complete presentation of an idea that clearly communicates your
  intentions to an outsider.
- All work is to be complete and on time. No work will be accepted late without a genuine
  extenuating circumstance.
Syllabus:

INTRODUCTION

Week 1: Introduction
[01.15.2002] Architecture Library

Presentation of class expectations, syllabus and readings. Case Studies One and Two distributed. Initial student projects initiated.

. Reading:

Week 2:
[01.22.2002] Davis-Bingham House of the Gaines Center for Humanities

. Reading:

Week 3: [Case Study One: Contemporary Use of Digital Media]
[01.29.2002] Assignment due. Davis-Bingham House of the Gaines Center for Humanities

. Reading:

Week 4:
[02.05.2002] Davis-Bingham House of the Gaines Center for Humanities

. Reading:

Week 5:
[02.12.2002] Oldham Warehouse

. Reading:
Week 6:
[02.19.2002] Davis-Bingham House of the Gaines Center for Humanities

Reading:

Week 7:
[02.26.2002] Pence Hall, Room 209

Working Session:
Digital Media Workshop.

Week 8: midterm PRESENTATIONS. [Case Study Two: Canonic Modernism]
[03.05.2002] Assignment due. Davis-Bingham House of the Gaines Center for Humanities

Week 9: SPRING BREAK
[03.12.2002] no classes scheduled

Week 10: International Symposium in Digital Architecture.

Field Trip (see handout)

Week 11:
[03.26.2002] Davis-Bingham House of the Gaines Center for Humanities

Reading:

Week 12:
[04.02.2002] Davis-Bingham House of the Gaines Center for Humanities

Reading:

Week 13:
[04.09.2002] Davis-Bingham House of the Gaines Center for Humanities

Reading:
Week 14:
[04.16.2002] *Davis-Bingham House of the Gaines Center for Humanities*

. Reading:

Week 15:
[04.23.2002] no classes scheduled.

Week 16: **final PRESENTATIONS.** [Case Study Three: Louisville Modernism]
[04.30.2002] **Assignment due.** *Davis-Bingham House of the Gaines Center for Humanities*

Presentations:
Final Presentations will be viewed as part of an interactive website at: [http://www.uky.edu/~galuhan](http://www.uky.edu/~galuhan)

Digital | Real – Interplay with Modern Space, first built projects
A catalog will be published with a CD-ROM with animations, seminar findings and other digital investigations. The format of the publication will 9x18 digital Pagemaker files.
Paper Grading Guide:

A:
Evidence of strong Comprehension or readings and lectures balanced by an individual point of view. Clear organization, logical exposition of argument, good use of examples to support argument, fresh reading of texts and/or novel view of examples discussed, nice phrasing.

B:
Evidence of good understanding of readings and lectures. Essay is well organized and clearly written but displays lapses in logic and/or use of examples. Some examples or points are inappropriate or are not useful. Good discussion of specific examples but they do not all converge to support thesis. Thesis not clearly stated and/or supported.

C:
Evidence of modest familiarity only with readings and lecture content. Essay displays moments of clarity but the overall argument remains obscure. Exposition is unclear. Examples chosen do not adequately support thesis.

Project Grading Guide:

Letter Grades:
'A' the instructor judged the student to have satisfied the objectives of the course in a very excellent manner.
'A-' the instructor judged the student to have satisfied the objectives of the course in a very excellent to excellent manner.
'B+' the instructor judged the student to have satisfied the objectives of the course in an excellent to very good manner.
'B' the instructor judged the student to have satisfied the objectives of the course in a very good manner.
'B-' the instructor judged the student to have satisfied the objectives of the course in a good manner.
'C+' the instructor judged the student to have satisfied the objectives of the course in an average manner.
'C' the instructor judged the student to have satisfied the objectives of the course in a below average manner.
'C-' the instructor judged the student to have satisfied the objectives of the course in a manner, which fails to meet the objectives of the course.